

ABSTRACT

The present invention employs a statistical multiplexing method to enable suitable assignment of a target code rate to each program data. A controller (3) acquires encoding difficulty (D_i) of each program from each of image encoders (2i). In accordance with an equation for transforming the encoding difficulty (D_i) into a bit rate, the controller (3) calculates a temporary bit rate (Tmp_Rate_i). Moreover, the controller (3) causes the sum of the target bit rates ($Target_Rate_i$) to satisfy a predetermined allowable value by correcting the temporary bit rate (Tmp_Rate_i) so as to determine a final target bit rate ($Target_Rate_i$) and inputting the final target bit rate ($Target_Rate_i$) to each of the image encoders (2i).